

09.01 Image Style Worksheet

1. Photography Style

a. Subject Matter

- What (or who) should appear most often in brand photography?
 - ☐ People (describe: _____)
 - ☐ Products (describe: _____)
 - ☐ Environments/Locations (describe: _____)

b. Composition & Framing

- Should images feel staged or candid? _____
- Preferred framing (close-up, wide shots, negative space, centered, off-center):

- Any rules for leaving space for text overlays? _____

c. Lighting Preferences

- Natural light vs. studio light: _____
- Bright/airy, moody, dramatic, warm, or cool tones? _____

d. Editing Style

- Approved filters/LUTs: _____

- Do images lean toward high contrast, muted, desaturated, vibrant, vintage, etc.?

3. Mood & Tone

- What emotions should imagery evoke? (circle all that apply)

☐ Joyful

☐ Luxurious

☐ Adventurous

☐ Playful

☐ Professional

☐ Calm/Minimal

☐ Bold/High-Energy

Other: _____

- Words that describe the “feel” of images: _____

4. Practical Guidelines

- Preferred aspect ratios (1:1, 16:9, 9:16, etc.): _____

- Accessibility notes (high contrast, readable overlays, alt text):

- Approved stock sources (if any): _____

- Examples of on-brand vs. off-brand images (attach below).
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5. Final Notes

- Three “golden rules” of brand imagery:

1. _____
 2. _____
 3. _____
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AI Prompt for Turning Worksheet into Brand Guide Imagery Style Section

You are a professional brand strategist and design guide writer. I will provide you with the completed answers from an Imagery Styling Worksheet. Using these answers, write the Imagery Style section of a brand guide. The section should be clear, professional, and easy for designers, marketers, and content creators to follow.

Structure the section into the following parts:

1. *Photography Style*
 - *Summarize the brand’s approach to photography (subject matter, composition, lighting, editing style).*
 - *Include clear do’s and don’ts based on the worksheet answers.*
2. *Illustrations & Graphic Elements*

- *Describe the approved illustration/graphic style, recurring elements, and rules for usage.*

3. Mood & Tone

- *Translate the chosen moods and descriptive words into a narrative paragraph that conveys how images should feel.*

4. Practical Guidelines

- *List technical standards such as aspect ratios, accessibility notes, and stock sources.*
- *Give 2–3 example guidelines (e.g., ‘Leave negative space in top-right corner for text overlays’).*

5. Golden Rules

- *End with the three “golden rules” of brand imagery written in a short, bolded list.*

Write in a professional yet engaging tone. Use formatting such as subheadings, bullet points, and bold text to make the guide easy to scan. If the worksheet provides keywords (e.g., ‘luxurious, calm, adventurous’), weave them into full sentences that bring the imagery style to life.